THUNDERBIRD INTERNATIONAL BUSINESS REVIEW

VOLUME CONTENTS, VOLUME 40, 1998

NUMBER 1, JANUARY / FEBRUARY 1998

1 **Editor's Note** / *Yahia H. Zoubir*

3 **Commentary: America and the World: Five Challenges** / *Dan Quayle*

13 **Foreign Direct Investment as a Stategic Linkage** / *Homin Chen and Tain-jy Chen*

31 **Hong Kong 1997—A Look Back at Hong Kong's Future** / *John Frankenstein*

55 **Interview: Jamaican Ambassador Richard L. Bernal on Jamaica's Contemporary Business Environment** / *Karen S. Walch*

69 **Trends: The Internet's Global Potential and Multicultural Dilemmas** / *Peter Wyckoff*

77 **Trends: Internationalizing Doctoral Education in Business: A Call for Action** / *S. Tamer Cavusgil*

87 **Book Review** / *Syed Tariq Anwar*

NUMBER 2, MARCH / APRIL 1998

91 **Commentary: Algeria's Challenge: Democracy Versus Terrorism** / *Ramtane Lamamra*

101 **How Should Managers Treat Ethics in International Business?** / *Arvind Phatak and Mohammed Habib*

119 **Japanese Managerial and Organizational Learning** / *J. Bernard Keys, Robert A. Wells, and L. Trey Denton*

141 **First Mover Advantages in Investing in Transitional Economies** / *Yadong Luo and Mike W. Peng*

165 **Trends: An International Patent Protection System: A New Approach** / *James Sood*

181 **Book Review**

NUMBER 3, MAY / JUNE 1998

185 **Commentary: Starting Up a Strategic Network** / *Hans H. Hinterhuber and Andreas Hirsch*

209 **Opportunities and Tripwires for Foreign Investors in Eastern Europe** / *Saul Estrin and Klaus E. Meyer*

235 **Business Strategy, Organizational Culture, and Marketing Orientation** / *Kwaku Appiah-Adu and Charles Blankson*

257 **China: Economic Reforms and WTO Accession** / *Charles Chartier*

279 **Determinants of Foreign Direct Investment in Turkey** / *Ekrem Tatoglu and Keith W. Glaister*

315 **Trends: Developing Countries' Strategic Opportunities** / *Thomas W. Zimmerer, Jafar Alavi, and Mahmoud M. Yasin*

333 **Book Reviews**

NUMBER 4, JULY / AUGUST 1998

339 **Commentary: Fanning the Flames of Learning** / *Hugh Coble*

349 **Perspectives: The European Monetary Union** / *Willy Claes*

359 **The Dual-Career Couple: Female Expatriates and Male Trailing Spouses** / *Michael Harvey and Danielle Wiese*

389 **A Transaction Cost Perspective on Foreign Market Entry Strategies of US and Japanese Firms** / *Charles R. Taylor, Shaoming Zou, and Gregory E. Osland*

413 **Trends: Economic Espionage and Interallied Strategic Cooperation** / *Duncan L. Clarke and Robert Johnston*

433 **Book Reviews**

NUMBER 5, SEPTEMBER / OCTOBER 1998

441 **Commentary: Competing Successfully in a Global Economy** / *Albert C. Bersticker*

451 **Interview: Saad Al-Barrak of International Turnkey Systems (ITS) / Kuwait**
Essam Mahmoud and Gillian Rice

461 **Doing Business in Russia: Lessons from Early Entrants** / *Shelia M. Puffer, Daniel J. McCarthy, and Anatoly V. Zhuplev*

485 **Entering Central and Eastern Europe: Risks and Cultural Barriers** / *Keith D. Brouthers, Lance Eliot Brouthers, and George Nakos*

505 **Competition Policy and Global Competitiveness in South Africa** / *Saul Klein*

525 **Trends: Knowledge Sharing and the Virtual Organization: Meeting 21st Century Challenges** /
Leslie Rae

NUMBER 6, NOVEMBER / DECEMBER 1998

541 **Editor's Note** / *Yahia H. Zoubir*

545 **Reviewer Acknowledgment** / *Yahia H. Zoubir*

547 **Commentary: Think Globally, Act Locally** /
A. G. Kefalas

563 **Reconciling Culturalist and Rationalist Approaches: Leadership in the United States and Turkey** /
George A. Marcoulides, Burhan F. Yavas, Zeynep Bilgin, and Cristina B. Gibson

585 **Mercosur: Fostering Regional Economic Integration** /
Raul de Gouvea Neto

605 **Quality Values, Attitudes, and Behavioral Predispositions of Employees in Mexico, Australia, and the United States** / *Cynthia M. Pavett and Gary Whitney*

633 **Key Success Factors of Multinational Firms in China** /
John Z. Yang

669 **Book Reviews: The implications of Globalization on Managing Human Resources** / *Joan B. Rivera*